

AGENDA
FREMONT REDEVELOPMENT AGENCY REGULAR MEETING
OCTOBER 12, 2010
7:00 P.M.

- 1. CALL TO ORDER**
- 2. CONSENT CALENDAR**

Items on the Consent Calendar are considered to be routine by the Redevelopment Agency and will be enacted by one motion and one vote. There will be no separate discussion of these items unless an Agency Member or citizen so requests, in which event the item will be removed from the Consent Calendar and considered in its normal sequence on the agenda. Additionally, other items without a "Request to Address the Redevelopment Agency Board" card in opposition may be added to the consent calendar. (In the report section of the agenda, consent items are indicated by an asterisk.)

2.1 Approval of Minutes – for the Regular Meeting of October 5, 2010

*2.2 ALAMEDA COUNTY SERVICE AGREEMENT AND LOAN INCREASE REQUEST
Consideration of Service Agreement Between the Redevelopment Agency and Alameda County for the Continuation of Administrative Services for the Neighborhood Home Improvement Program, Request to Increase Maximum Loan Amount Under the Program and Determination that Expenditure of Redevelopment Agency Housing Funds Outside Redevelopment Agency Project Areas will Benefit such Project Areas*

Contact Person:

Name:	<i>Bill Cooper</i>	<i>Elisa Tierney</i>
Title:	<i>Housing Project Manager</i>	<i>Redevelopment Agency Director</i>
Dept.:	<i>Office of Housing & Redevelopment</i>	<i>Office of Housing & Redevelopment</i>
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RECOMMENDATION: *Staff requests that the Agency Board adopt a resolution to:*

- 1. Find that the program is categorically exempt from the California Environmental Quality Act (CEQA) per Guideline 15301, Minor Alterations to Existing Structures. Direct staff to file a Notice of Exemption with the County Recorder.*
- 2. Authorize the expenditure of Redevelopment Agency Housing Funds outside the Redevelopment Project Areas and find that the use of such funds benefits the Redevelopment Project Areas.*
- 3. Authorize the Executive Director, or designee, to execute a 2-year Service Agreement in the amount of \$800,000 for Fiscal Years 2010/11 and 2011/12, with Alameda County for the continuation of administrative services for the Neighborhood Home Improvement Program, the second year of which is contingent on the Agency Board appropriating such funding to the Program for that Fiscal Year.*

4. *Amend the Neighborhood Home Improvement Program guidelines to authorize the Redevelopment Agency Executive Director, or designee, to approve maximum loan assistance of \$95,000 per project for homeowner rehabilitation, as proposed.*

3. PUBLIC COMMUNICATIONS

3.1 Oral and Written Communications

4. PUBLIC HEARINGS – None.

5. OTHER BUSINESS

5.1 Report Out from Closed Session of Any Final Action

5.2 CENTERVILLE FRAMEWORK PLAN

City Council and Agency Board Consideration of Key Components of the Framework Plan: Proposed Concept for Improvements to Fremont Boulevard, Urban Design Guidelines and an Approach to Public Parking Policy

Contact Person:

Name:	Josh Huber	Elisa Tierney
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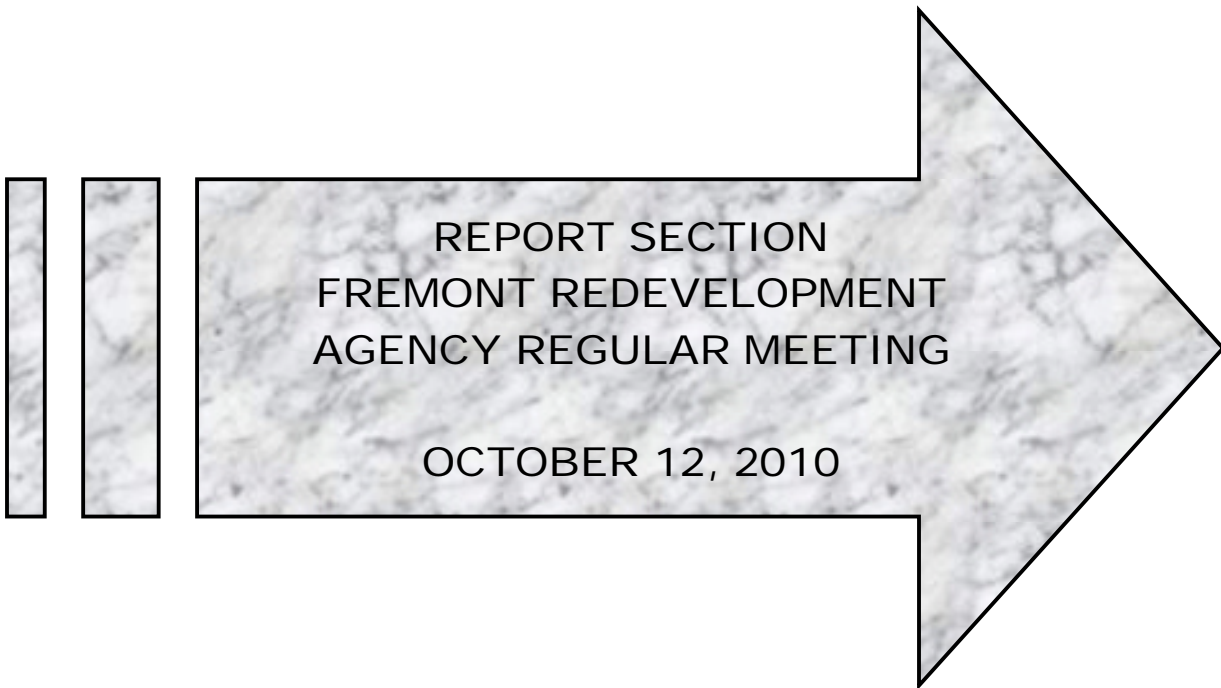
Staff recommends that:

1. City Council authorize staff to research shared parking solutions southwest of Fremont Boulevard in the vicinity of Fremont Boulevard, Peralta, Maple Street and Church Avenue, and, to begin discussions with relevant property owners on the creation of a parking district, and to return with detailed information on the feasibility of shared parking.
2. City Council grant conceptual approval of proposed urban design guidelines. Authorize staff to incorporate the document in the upcoming General Plan update. Authorize staff to reproduce and distribute the urban design guideline document as a communication tool to make clear City desires regarding urban design of development in Centerville.

Furthermore, staff recommends that the Agency Board:

1. Agency Board authorize staff to research shared parking solutions and the formation of a parking district, and to return with detailed information on the feasibility of shared parking. Specifically, approve staff's recommendation to explore shared parking southwest of Fremont Boulevard in the vicinity of Fremont Boulevard, Peralta, Maple Street and Church Avenue, and to begin discussions with relevant property owners; and
2. Agency Board grant conceptual approval of staff proposed Fremont Boulevard improvements and direct staff to include the project in the next round under the CIP.

6. ADJOURNMENT



***2.2 ALAMEDA COUNTY SERVICE AGREEMENT AND LOAN INCREASE REQUEST**
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Phone:	510-494-4520	510-494-4501
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Note: A companion items is included on tonight's City Council agenda.

Executive Summary: The City's Neighborhood Home Improvement Program, funded with Redevelopment Agency affordable housing funds, provides home improvement loans and grants to eligible owners of residential properties located in the Irvington, Niles and Centerville Redevelopment Project Areas and adjacent target area neighborhoods. Previously, the Agency has contracted with Alameda County for administrative and construction management services. Staff is requesting the Agency Board (1) authorize the Agency to enter into a 2-year service agreement with Alameda County for the continuation of administrative services and (2) approve an increase in the maximum loan amount from \$60,000 to \$95,000 per project. On June 8, 2010, the Agency Board appropriated \$400,000 to this Program for FY 2010/11. No new funds are being requested.

Homes rehabilitated with Agency funds are located inside and outside the redevelopment project areas. Thus, City Council approval is also required as Agency Housing Funds may not be used to fund projects outside established redevelopment project areas without a determination by both the City Council and the Agency Board that such use would benefit the project areas, under Health and Safety Code Section 33334.2 (g). Staff recommends that the Agency Board adopt a resolution authorizing the expenditure of Redevelopment Agency Housing funds outside the Redevelopment Project Areas, and finding that the use of such funds will benefit the Redevelopment Project Areas.

BACKGROUND: In 1999, the Agency Board approved the use of Agency affordable housing funds to provide low-interest loans and grants to low and moderate income owners of single-family residential properties located in the Irvington, Niles and Centerville Redevelopment Project Areas and adjacent target-area neighborhoods. The financial assistance can be used to address health and safety deficiencies and code violations, as well as general property improvements such as roof repair or replacement, painting, kitchen and bathroom remodel, plumbing and electrical system upgrades, landscaping and fencing and foundation repair. To date, approximately \$2 million of Agency affordable housing funds have been expended through the Neighborhood Home Improvement Program (Program) to improve 39 properties in the redevelopment project areas and adjacent neighborhoods. Seven rehabilitation loan projects are underway. The maximum loan assistance amount per borrower has been limited to \$60,000 since 2000. The interest rate for these loans is 3% simple with a term of 30 years for

both deferred loans and amortized loans requiring a monthly payment. Loan recipients are also eligible for consideration of a maximum \$3,000 incentive grant. The Agency does not receive housing production credit for monies spent on single-family home rehabilitation projects.

Annual Program Goal and Budget: On June 8, 2010, the Agency Board approved the Agency's operating budget for FY 2010/11, appropriating \$400,000 of Agency affordable housing funds to the Neighborhood Home Improvement Program. The Program's annual goal and budget for FY 2010/11 are presented in the chart below:

PROGRAM GOALS AND BUDGET FOR FY 2010-11		
	Amount	Percent
Goal: Estimated Number of Projects =>	5-6*	
Direct Construction Costs (funded by rehabilitation loan and incentive grant)	\$323,333	81%
Alameda County Project Fee (20% of Direct Construction Costs)	\$64,667	16%
Subtotal -Total Project Cost Before Administrative Fee	\$388,000	97%
Alameda County Program Administrative Fee (3% of Total Contract Amount)	\$12,000	3%
Program Total (Annual Contract Amount)	\$400,000	100%
*The Program's goal is to complete 5-6 projects for the year.		

The proposed service agreement with Alameda County will not exceed \$800,000, or \$400,000 for each fiscal year. Of this yearly total, approximately \$323,333 would go towards direct construction costs (i.e., contractor reimbursements) and approximately \$76,667 would be allocated to Alameda County for project fees and administration costs that include the services of a rehabilitation specialist, loan underwriter and loan closer.

Following adoption of the Plan Amendment, which became effective June 15, 2010, the Agency anticipates collecting additional tax increment revenues for low and moderate income housing set asides. Staff expects that a similar level of funding for the Neighborhood Home Improvement Program will be appropriated for FY 2011/12; however, no appropriation of future funding has been made.

In April 2010, the City Council approved funding for FY 2010/11 and FY 2011/12 for Alameda County to administer the CDBG-funded portion of the Neighborhood Home Improvement Program, which provides home rehabilitation assistance to eligible Fremont homeowners with homes located outside the redevelopment project areas. The Alameda County fee rate for providing administrative services is the same for both the City and the Agency contracts. Since the City Council has already authorized Alameda County to administer the CDBG-funded part of the Program, staff believes that it would be beneficial to the administration of the Program to have Alameda County assist in the administration of the Agency-funded portion of the Program, as well. Staff is therefore requesting the Agency Board to authorize the Agency to enter into a 2-year service agreement with Alameda County for the continuation of administrative services for the Neighborhood Home Improvement Program.

Request for Loan Increase and Green Building Measures: The use of green building practices and energy conservation measures is encouraged in Neighborhood Home Improvement Program projects.

These measures not only benefit the environment, but from a personal level they can help homeowners lower their utility bills and increase the comfort, value and appeal of their homes. Homeowners can also be rewarded with tax incentives and financial rebates for certain energy efficiency improvements. For these reasons, many Program participants have shown an interest in incorporating green building and energy efficiency measures, such as dual-glazed windows, solar water heating, photovoltaic energy systems, insulation upgrades, Energy Star appliances, tank-less water heaters, and construction waste separation, in their projects. In many instances, however, participants' budgets will not allow for the incorporation of some of these cost-saving measures because their home, which is older, may have basic repair needs that exceed the maximum \$60,000 of loan assistance allowed under the Program, which has been at this level since 2000.

Construction costs have increased over the past 10 years, such that \$60,000 is no longer adequate to fund construction projects desired by many program participants. As a result, these homeowners may need to forgo some of the needed repairs, including green building measures, to stay within the confines of the Agency's available financial assistance. To better assist Agency customers in meeting their home improvement needs, staff is recommending that the Agency Board approve an increase in the maximum loan amount from \$60,000 to \$95,000 per project. This proposed increase in financial assistance would provide participants with the resources needed to make vital repairs to their homes.

Benefit to Redevelopment Project Areas: The use of Agency Housing Fund monies to fund the portion of the Program with projects located outside the project areas will serve to improve the supply of housing available at affordable housing cost to people who reside or work in or near the project areas, and enhance the overall appearance of the community and the gateways to the project areas, encouraging property owners to further improve their properties, and thereby providing benefit to the project areas and assisting in their redevelopment.

FISCAL IMPACT: None. No new funds are being requested. It should be noted, however, that an increase in the per-project funding limit means that the Agency would be able to fund fewer rehab projects.

ENVIRONMENTAL REVIEW: This program is exempt from the California Environmental Quality Act (CEQA) pursuant to Guideline 15301, Minor Alterations to Existing Structures.

ENCLOSURES:

- [Draft Resolution](#)
- [Neighborhood Home Improvement Program Brochure](#)

RECOMMENDATION: Staff requests that the Agency Board adopt a resolution to:

1. Find that the program is categorically exempt from the California Environmental Quality Act (CEQA) per Guideline 15301, Minor Alterations to Existing Structures. Direct staff to file a Notice of Exemption with the County Recorder.
2. Authorize the expenditure of Redevelopment Agency Housing Funds outside the Redevelopment Project Areas and find that the use of such funds benefits the Redevelopment Project Areas.
3. Authorize the Executive Director, or designee, to execute a 2-year Service Agreement in the amount of \$800,000 for Fiscal Years 2010/11 and 2011/12, with Alameda County for the continuation of administrative services for the Neighborhood Home Improvement Program, the

second year of which is contingent on the Agency Board appropriating such funding to the Program for that Fiscal Year.

4. Amend the Neighborhood Home Improvement Program guidelines to authorize the Redevelopment Agency Executive Director, or designee, to approve maximum loan assistance of \$95,000 per project for homeowner rehabilitation, as proposed.

5.1 Report Out from Closed Session of Any Final Action

5.2 CENTERVILLE FRAMEWORK PLAN

City Council and Agency Board Consideration of Key Components of the Framework Plan: Proposed Concept for Improvements to Fremont Boulevard, Urban Design Guidelines and an Approach to Public Parking Policy

Contact Person:

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Dept.:	Redevelopment Agency	Redevelopment Agency
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Executive Summary: This item appears on both the City Council and Agency Board agendas and the two staff reports for these items are identical. At the City Council and Agency Board meeting of July 27, 2010, staff presented the draft final plan and sought direction on a number of important land use issues. There was extensive discussion by the City Council and Agency Board regarding the key components of the plan, including 1) proposed conceptual Fremont Boulevard improvements; 2) conceptual approval of proposed urban design guidelines, and 3) an approach to public parking policy in the Centerville district. However, the City Council and Agency Board did not take specific action to direct staff to move forward with implementation of the plan.

Staff therefore recommends that:

1. City Council authorize staff to research shared parking solutions southwest of Fremont Boulevard in the vicinity of Fremont Boulevard, Peralta, Maple Street and Church Avenue, and, to begin discussions with relevant property owners on the creation of a parking district, and to return with detailed information on the feasibility of shared parking.
2. City Council grant conceptual approval of proposed urban design guidelines. Authorize staff to incorporate the document in the upcoming General Plan update. Authorize staff to reproduce and distribute the urban design guideline document as a communication tool to make clear City desires regarding urban design of development in Centerville.

Furthermore, staff recommends that the Agency Board:

1. Agency Board authorize staff to research shared parking solutions southwest of Fremont Boulevard in the vicinity of Fremont Boulevard, Peralta, Maple Street and Church Avenue, and, to begin discussions with relevant property owners on the creation of a parking district, and to return with detailed information on the feasibility of shared parking.
2. Agency Board grant conceptual approval of staff proposed Fremont Boulevard improvements and direct staff to include the project in the next round under the CIP.

BACKGROUND: In the summer of 2009, as the Council was actively considering redevelopment efforts on the Centerville Unified site and Center Theater, questions arose regarding the interrelationship of projects in Centerville and their compatibility with each other and the overall vision for the rejuvenation of the Centerville District. Council at that time directed staff to undertake a plan to clearly analyze the overall redevelopment program for the area. Staff commissioned the consulting firm of Field Paoli to study the impact of existing conditions along Fremont Boulevard on proposals for future development and the affects of new development on traffic, urban design, and public parking. The

Centerville Framework Plan is the result of that analysis. An early version was presented and discussed by the City Council at a work session on November 17, 2009. At a second work session on May 18, 2010 the City Council provided wide ranging feedback on a number of issues raised by Plan implementation. At the end of the meeting staff agreed to return to the City Council with an agenda item at a regular meeting containing specific proposals and a series of “yes/no” questions in order to provide the City Council and Agency Board with the opportunity to develop a clear consensus and direction to staff on preferred next steps for Plan implementation.

At the follow up meeting on July 27, 2010, the City Council and Agency Board heard a presentation regarding Fremont Boulevard improvements, potential urban design guidelines, and a proposed approach to public parking policy. Nine ‘yes/no’ questions were presented by staff in which council provided verbal direction on the various land use policy issues. At the meeting, staff presented a conceptual design scheme for improvements to Fremont Boulevard, summarized below in the discussion/analysis section of this staff report. While the Fremont Boulevard plans seemed to meet with wide approval of the Agency Board and City Council, no formal action was taken. Similarly, the City Council/Agency Board generally endorsed the concept of compiling existing planning documents into a single urban design guideline document, (summarized below in the discussion/ analysis section of this staff report), but again, formal action to approve was not taken. Finally, during the discussion of an approach to public parking policy, staff identified locating public shared parking facilities on the southwest side of Fremont Boulevard bounded by Peralta, Maple and the dead end at Church and several Members indicated their interest in exploring the formation of a parking district, but no action was taken. In essence, tonight’s action is a cleanup item in which staff is requesting the formal approvals outlined above.

DISCUSSION/ANALYSIS:

Fremont Boulevard Improvements

Improvements to Fremont Boulevard are the most feasible tool to make a substantial positive impact on the Centerville commercial corridor in the short term. Public investment in streetscape improvements and lane reconfigurations to make the street more pedestrian- and bicycle-friendly has the potential to significantly transform the character of the street and thus the future of the district. These improvements require no private investment (since they can be funded with existing City and Agency resources) and street improvements often facilitate private development. The stretch of Fremont Boulevard between Thornton Avenue and Central Avenue is a critical component of Centerville. After discussions with Council, staff identified a preferred lane reconfiguration design and associated streetscape improvements for Fremont Boulevard which was presented to Council on July 27, 2010.

The preferred changes to Fremont Boulevard that staff is recommending be implemented over the next three years include:

- Adding continuous 5' bicycle lanes in both directions;
- Enhancing pedestrian amenities with sidewalk widening (as part of future development), and the addition of mid-block crosswalks and bulb-outs to provide safer connections across Fremont Boulevard;
- Maintaining two lanes of travel in each direction;
- Providing accommodations for future Bus Rapid Transit (BRT) in the outer travel lanes;
- Providing on-street parallel parking on at least one side of the street;

- Preserving existing street trees where feasible; and
- Including a median that can be enhanced with landscape and hardscape treatments or public art.

Urban Design

At the request of the Council, staff has compiled the current urban design guidelines from various City documents into a single document. The urban design guidelines draw from the draft General Plan Community Character element, Centerville Specific Plan, Envision Fremont Boulevard Report, and the Centerville Framework Plan. The urban design guidelines pulls these documents together into a comprehensive package that will guide potential developers as they plan enhancements or new development on their properties and communicates, in as direct a form as possible, the City's goals and vision for future development. The four documents inform and shape future development on a range of topics. Staff proposes to hire a consultant to perform urban design review of new developments in the study area, using the urban design guidelines as a tool to achieve desirable outcomes. Staff requests that the City Council and Agency Board conceptually approve the proposed urban design guidelines.

Parking Policy Approach

Staff recognizes that the availability of public parking will become more of an issue as the commercial core of Centerville is rejuvenated and becomes an active, attractive, and sought-after shopping district. Since the demand for parking will increase over time as the area is redeveloped, resolution of the future parking demand will be a longer term solution and require a phased approach. Initially, the approach might include providing additional parking along Fremont Boulevard and meeting with property owners to determine the viability of a short-term sharing mechanism. Staff further believes that the establishment of a parking district might be a key component to a successful parking strategy. Eventually, it is anticipated that a centrally located parking structure might be necessary if demand continues to grow. Given its central location, staff has identified the block southwest of Fremont Boulevard bounded by Peralta Boulevard, Maple Street, and Church Avenue as the preferred location for shared public parking. At this point, staff is requesting that Council: 1) direct staff to begin discussions with existing private property owners on the block recommended for the provision of shared parking and to analyze the feasibility and desirability of establishing a parking district; 2) as part of the City's CIP process commencing this year, identify costs, timing and funding sources – most likely the Agency – and return to the Council and Agency Board at a later date with a detailed plan of action for district-wide parking

FISCAL IMPACT: There is no fiscal impact to any action authorized by this item. The fiscal impacts of individual projects will be assessed and authorized through future City Council and/ or Agency Board actions.

ENVIRONMENTAL REVIEW: The current action does not authorize any project nor does it constitute a project under CEQA. Therefore no environmental review is required at this time. Conceptually approved Framework Plan components are proposed to be evaluated as part of the General Plan EIR and incorporated into the Community Plans Chapter of the General Plan 2030.

ENCLOSURE: [Proposed Urban Design Guidelines](#)

RECOMMENDATIONS:

Staff recommends that:

1. City Council authorize staff to research shared parking solutions southwest of Fremont Boulevard in the vicinity of Fremont Boulevard, Peralta, Maple Street and Church Avenue, and, to begin discussions with relevant property owners on the creation of a parking district, and to return with detailed information on the feasibility of shared parking.
2. City Council grant conceptual approval of proposed urban design guidelines. Authorize staff to incorporate the document in the upcoming General Plan update. Authorize staff to reproduce and distribute the urban design guideline document as a communication tool to make clear City desires regarding urban design of development in Centerville.

Furthermore, staff recommends that the Agency Board:

1. Agency Board authorize staff to research shared parking solutions and the formation of a parking district, and to return with detailed information on the feasibility of shared parking. Specifically, approve staff's recommendation to explore shared parking southwest of Fremont Boulevard in the vicinity of Fremont Boulevard, Peralta, Maple Street and Church Avenue, and to begin discussions with relevant property owners; and
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